

Message Text

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PAGE 01 TANANA 00727 011336 Z

53

ACTION AF-18

INFO OCT-01 ADP-00 EB-11 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 FTC-01 AID-20 RSR-01 /063 W

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R 011310 Z JUN 73

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 5350

LIMITED OFFICIAL USE TANANARIVE 0727

E. O. 11652: DECON 6/1/74

TAGS: BEXP, EIND, ECON, MA

SUBJ: COLGATE- PALMOLIVE

REF: STATE 105080

1. IF COLGATE- PALMOLIVE DEFINITELY INTERESTED IN EXPLORING OPPORTUNITIES FOR JOINT VENTURE WITH MALAGASY FIRMS OR FIRMS WE BELIEVE DISCUSSIONS ALONG THESE LINES IN TANANARIVE SHOULD BE INITIATED AS SOON AS POSSIBLE IN VIEW OF POSSIBLE UNILEVER COMPETITION. FOR THIS REASON VISIT OF COLGATE- PALMOLIVE EXECUTIVES IN LATE JUNE WOULD UNDOUBTEDLY BE ADVANTAGEOUS. IT WOULD APPEAR FROM REFTEL THAT COLGATE- PALMOLIVE IS FULLY AWARE OF FACT THAT NEW FOREIGN INVESTMENTS PROPOSALS, INCLUDING THOSE INVOLVING MALAGASY INTERESTS, CAN BE EXPECTED TO UNDERGO PROLONGED GOMR CONSIDERATION BEFORE DECISION. FURTHERMORE, WE WOULD JUDGE FROM PAST EXPERIENCES THAT ANY FOREIGN INVESTMENT PROJECT MUST OBTAIN APPROVAL OF COUNCIL OF MINISTERS.

2. IN RESPONSE TO RECENT LETTER FROM FRANKLIN KNELLER, GENERAL MANAGER OF COLGATE- PALMOLIVE' S AFRICAN DIVISION (BASED IN SOUTH AFRICA), WE HAVE INDICATED THAT AMBASSADOR WOULD BE PLEASED TO MEET WITH COLGATE- PALMOLIVE OFFICIALS DURING THEIR FORTHCOMING VISIT TO TANANARIVE. DEPARTMENT MAY WISH TO PASS ON SAME MESSAGE TO COLGATE- PALMOLIVE IN LIMITED OFFICIAL USE

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NY. PLEASE INDICATE ALSO THAT BOTH JUNE 25 AND 26 ARE
MALAGASY HOLIDAYS AND BUSINESSES AND GOVERNMENT OFFICES WILL
BE CLOSED.
MENDENHALL

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NNNNMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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